

SPAR/Burgoyne

Marketing and Information Service Companies

SPAR/Burgoyne Information Services, Inc.
30 West Third Street • Cincinnati, Ohio 45202-3559
1-800-627-1472

Date: September 5, 1996

Subject: MARLBORO POP CHECK 863-03-01

To: Selected Field Personnel

From: Mary Sue Bamberger

FIELD INSTRUCTIONSTO ALL SUPERVISORS AND FIELD AUDITORS

It is essential that every auditor working on this study be thoroughly familiar with the fielding procedures before beginning work. A briefing is required for the first wave of all studies. Any questions brought up during the briefing that cannot be answered by these instructions should be directed to SPAR/Burgoyne, prior to fielding. Editing of all forms by a supervisor is required. Any work which arrives at SPAR/Burgoyne incomplete or incorrect will be done again at the supervisor's and auditor's own expense.

SECURITY

All work that you do for SPAR/Burgoyne is **CONFIDENTIAL**. Discuss this study with only those people who are working directly with you on this assignment. If anyone approaches you while you are in a store and asks what you are doing, simply say you are checking the distribution of consumer products for a local research company. Under no circumstances should you discuss the details of this study with store personnel or anyone else who might approach you in a store.

SCHEDULE

This study is to be conducted on ??????????, ?????. This same project will again be conducted at a later date. Forms for that wave will be sent at that time.

STORE PANEL

You will be provided with a list of stores/accounts to visit. When selecting stores for this panel, please make every effort to visit stores that are as efficiently routed as possible.

CATEGORY

You will be looking for and evaluating Point of Purchase (P.O.P.) material on the exterior, on the window/door and on the interior of the store.

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CHECK FORM OVERVIEW

1. General Store Questions
2. Outside P.O.P. (excluding Window/Door)
 - Questions about type and brand of P.O.P. featured
 - Number of pieces of P.O.P. by brand
3. Window/Door P.O.P.
 - Questions about type and brand of P.O.P. featured
 - Number of pieces of P.O.P. by brand
4. Interior P.O.P.
 - Questions about type and brand of P.O.P. featured
 - Questions about most prominent brand and sign
 - Specific questions about any **clock, neon sign, and backlit/edgelit sign**
 - Checkout Information:
 - Prominent brand at the checkout
 - P.O.P. at the checkout
 - Counter Displays/P.O.P.
 - Questions concerning custom/temporary (or store made) P.O.P. for specific Philip Morris brands
 - General appearance of store's P.O.P. usage
 - Specific questions regarding Marlboro P.O.P. appearance
 - Specific questions regarding other Philip Morris P.O.P. appearance
 - Number of pieces of P.O.P. by brand, both permanent and temporary

CHECK FORM PROCEDURE

1. Place an "X" in the place provided if the item in question applies.
2. Count the number of pieces of P.O.P. present and record the answer by the appropriate brand.

SPECIAL NOTES/COMMENTS

For the most part, the questions on the form for outside and window/door P.O.P. are self-explanatory. However, there are a few general comments to be made:

1. "Any Premium brand together in 1" (listed for the first time in question 5b, but used throughout the form) - There is P.O.P. which has several brands of cigarettes on one piece (i.e., a poster that shows Merit, Virginia Slims, and Benson & Hedges together on one sign).

2. Permanent vs. Temporary P.O.P. - Any type of P.O.P. that is related to an offer (i.e., "Buy 2, get 1 free", "Buy 2, get 50¢ off", etc.) or a promotion (i.e., "Gear", "General Store", or "Unlimited") is considered **"temporary"**. Also, anything with the word **"NEW"** is temporary, as is any sign on which the price cannot be changed. If a sign exists where a price is preprinted on it, or someone has written a price on it, that is **temporary**. If a price sign has numbers that can be removed and replaced (similar to what gas stations use to show the price of a gallon of gas) is considered **permanent**. It doesn't matter what the material (paper, cardboard, metal, etc.) the sign is made of; the thing that determines whether something is temporary or permanent is the ability of the sign to be changed (permanent) or whether it would have to be totally replaced (temporary) if the price needed to be altered.

(on display)

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There are also some additional comments/clarifications for the interior portion of this check:

Question 11a - A clock is defined as anything with a time piece, even if the most prominent part is a large sign or other graphics. The exception to this is the Overhead Fixture Rack (rack above the checkout that stocks cigarette packs). If this unit has a clock, disregard it when answering this question.

Question 11b and 11c - A **neon** sign is one made up of neon tubes, generally appearing as a single thin tube spelling out a name. A **backlit** sign looks like a "poster" (usually plastic) that is lit from behind by a light source. This may be a neon light, but it doesn't matter. If it is lit from the back, no matter what type of light it is, it is considered a **backlit** sign.

Question 13 - Marlboro guidelines are that any P.O.P. **must** contain lettering similar to the "normal/regular" Marlboro lettering which is on all of the manufacturer's P.O.P. and on the cigarette package itself. Script-type lettering, or a very different style of printing would not meet Marlboro guidelines. Also, any custom or store-made P.O.P. **must** contain the "red roof" that is main component of any Marlboro packaging.

? Question 16 - The word "cluttered" is somewhat subjective. Use your best judgement when trying to determine how the store and checkout appear with regard to being "cluttered".

Questions 17 - Refer to the attached pictures for "outdated" or "discontinued" types of P.O.P. and graphics. On the whole, anything with a sketch of a man (in shadow with white on the side of his face - "Billy") or a sketch of a bucking bronco and rider is considered discontinued and outdated. Also, any P.O.P. with Marlboro **Adventure Team** or **Country Store** is outdated. Only Marlboro **Unlimited** is considered current.

Question 18 - Again, refer to the pictures for outdated graphics. The current graphic for the Overhead Fixture is a picture of a cowboy jumping over a fence. As the picture indicates, this will change on November 1.

Questions 20 & 21 - Dirty, peeling, damaged, and cracked are fairly obvious types of disrepair. If the P.O.P. is faded, you may be able to tell if there is a noticeable color loss. However, unless it is very apparent, you may not be able to tell if the P.O.P. has faded. Do NOT consider any ashtrays when you are looking to see if something is dirty.

Question 22 - Marlboro "specialty" pieces are shown on the attached pictures. They are the Marlboro cowboy in a fade in/fade out photograph and an illuminated jumbo pack. If either of these items are in a position where they are the most "obvious" thing that catches your eye when looking around the store, then this question should be answer "yes".

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Hopefully, I have answered or explained some of the questions that you may have regarding the P.O.P. that is being looked for. If any of the instructions in this letter need clarification or a situation exists in the store which was not covered, please call me at 1-800-627-1472.

Study Identification

Study Name: CIGARETTE P.O.P. CHECK
Study #: 863-03-01

Sincerely,



Mary Sue Bamberger
Director, In-Store Observation System

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